



# Case Study

## Gaming/Hospitality



### Program Performance

(as of 01/01/2010)

Launch Date - Nov. 2005  
Months in Service - 50  
Eligible Employees – 4,423  
Orders Taken – 1,945  
Annual Penetration – 10.6%  
Repeat Buyers – 83.1%

### Client Profile

This entertainment destination has been one of the most successful properties on the Las Vegas Strip. It has been a “must-see” destination that provides visitors with first-class accommodations, gaming, entertainment, dining and meeting facilities and shopping at the first all-suites hotel on the Strip.

### Reasons for Offering the Program

Work-Life Enrichment – Client’s philosophy is that “to attract the best we need to offer the best.” They also know that to provide the best possible guest service, their employees need to feel good about coming to work each day. They also offer several other benefits, giving them a benefit’s package that is unmatched on the Las Vegas Strip.

Employee Self-Service – Client has an initiative to push employee communications and benefit management on-line. Helping to put computers into the hands of their employees is paramount to achieving this goal.

### Marketing Plan

Client utilizes a variety of marketing channels to communicate the program. The anchor of the plan are the two home mail campaigns conducted annually (back-to-school and holiday). The program also has a presence on the company’s corporate benefit intranet and in break rooms via informational posters. Additionally, paycheck stuffers are utilized at various times throughout the year.

### Testimonials

*“This was an excellent opportunity to purchase a top quality item at an affordable payment option.”*

-R . Kostak, Satisfied Employee and Customer

*“This program really helps the credit challenged employee and gives them an opportunity to get quality products without paying the big money up front. Thanks!”*

- R. Pettelle, Satisfied Employee and Customer